1995 STATE FAIR PROMOTION

FEATURES:

- 1995 Nascar Race Driver appearance at the State Fair to include Jeff Gordon, Terry Labonte, & Ken Schrader
- Free Admission Tickets to the State Fair with a 3-Pack purchase.

Authorization:

R.J. Reynolds representatives are authorized to place State Fair Admission Tickets in Fays Drug Stores throughout Central New York State to include the Syracuse, Rochester, Elmira, Binghamton, Utica, and Watertown marketplaces. These tickets are valued at $6.00 and are free with the purchase of three packs of Winston, and is basically the same offer that was placed in stores last year. The promotion is funded through the use of R.J. Reynolds accrual funds which will be deducted from an account monitored by your account manager. Please sign below to authorize the placement of this offer, and the deduction of funds to support this local program.

Authorized Signature Les Burr 8/2/95

Mr. Les Burr, Buyer, Fay's Drug Co., Inc.

Note: Ticket Boxes are to be placed in the package fixture toppers in the contracted space of R.J. Reynolds.

* NO SIGNAGE IS AUTHORIZED

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To Bruce	From Les Burr	
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